

401 - CROSSROADS / MECH

Client: American Crossroads **Adv #13324** Dollars: \$633,895.00
 Product: American Crossroads Spots: 801
 Estimate: 1317-AC PA TV 10.31-11.2.12 Primary Demo: Adults 35+
 Flight Start: 10/31/2012 Flight End: 11/2/2012

Station: WPXI-TV FBD: 10/31/2012
 Market: Pittsburgh LBD: 11/2/2012
 RepCo-AE: Tel - Cheryl Long Total Dollars: \$71,450.00
 Survey: DMA/Nielsen Cash Dollars: \$71,450.00
 State: New Trade Dollars: \$0.00
 Status: Sent Total Spots: 44
 Separation: 30 Cash Spots: 44
 GRP: 176 Trade Spots: 0
 CPP: \$406.20 Version: 1 | -
 Comments:
 Seller Com.:

CN 57356

all 2

| Ln | Days | Time | Program | Len | Dpt | Rate | C/T | Spots | GRP | Rtg | CPP | Note | [10/31] | [11/1] | [11/2] |
|----|----------|---------------|---------------------------|-----|-----|------------|-----|-------|-----|-----|------------|------|---------|--------|--------|
| 1 | WThF,MTu | 04:00p-04:30p | JUDGE JUDY/JUDGE JUDY | 30 | EF | \$825.00 | c | 3 | 12 | 3.9 | \$211.54 | | 1 | 1 | 1 |
| 2 | WThF,MTu | 04:30p-05:00p | JUDGE JUDY/JUDGE JUDY | 30 | EF | \$1,050.00 | c | 3 | 15 | 4.9 | \$214.29 | | 1 | 1 | 1 |
| 3 | WThF,MTu | 12:00p-12:30p | CHANNEL 11 NOON NEWS | 30 | DT | \$575.00 | c | 3 | 7 | 2.3 | \$250.00 | | 1 | 1 | 1 |
| 4 | WThF,MTu | 10:00a-11:00a | ELLEN | 30 | DT | \$875.00 | c | 3 | 8 | 2.7 | \$250.00 | | 1 | 1 | 1 |
| 5 | WThF,MTu | 05:00p-05:30p | CH 11 EARLY NEWS | 30 | EN | \$1,850.00 | c | 3 | 18 | 5.9 | \$279.88 | | 1 | 1 | 1 |
| 6 | WThF,MTu | 08:00p-08:30p | CH 11 EARLY NEWS | 30 | EN | \$1,850.00 | c | 3 | 19 | 6.3 | \$293.85 | | 1 | 1 | 1 |
| 7 | WThF,MTu | 05:30p-06:00p | CH 11 EARLY NEWS | 30 | EN | \$1,850.00 | c | 3 | 17 | 5.8 | \$294.64 | | 1 | 1 | 1 |
| 8 | WThF,MTu | 08:00a-10:00a | TODAY SHOW2 | 30 | DT | \$825.00 | c | 3 | 8 | 2.8 | \$294.64 | | 1 | 1 | 1 |
| 9 | WThF,MTu | 07:00a-09:00a | TODAY SHOW | 30 | EM | \$1,225.00 | c | 2 | 7 | 3.7 | \$331.08 | | 1 | 1 | 0 |
| 10 | WThF,MTu | 02:30p-03:00p | MILLIONAIRE | 30 | DT | \$575.00 | c | 2 | 3 | 1.8 | \$359.38 | | 1 | 1 | 0 |
| 11 | WThF,MTu | 01:30p-02:30p | TODAY SHOW | 30 | DT | \$575.00 | c | 2 | 3 | 1.8 | \$359.38 | | 1 | 0 | 1 |
| 12 | WThF,MTu | 07:30p-08:00p | JEOPARDY/WHEEL OF FORTUNE | 30 | PA | \$3,350.00 | c | 2 | 15 | 7.4 | \$452.70 | | 0 | 1 | 1 |
| 13 | WThF,MTu | 05:00a-05:30a | CHANNEL 11 NEWS | 30 | RT | \$825.00 | c | 2 | 4 | 1.8 | \$458.33 | | 1 | 1 | 0 |
| 14 | WThF,MTu | 08:00a-07:00a | CHANNEL 11 NEWS AT 8AM | 30 | EM | \$1,850.00 | c | 2 | 7 | 3.8 | \$458.33 | | 1 | 0 | 1 |
| 15 | WThF,MTu | 07:00p-07:30p | JEOPARDY/WHEEL OF FORTUNE | 30 | PA | \$3,350.00 | c | 2 | 14 | 7 | \$478.57 | | 1 | 1 | 0 |
| 16 | WThF,MTu | 05:30a-06:00a | CHANNEL 11 NEWS | 30 | RT | \$1,125.00 | c | 2 | 5 | 2.3 | \$489.13 | | 1 | 0 | 1 |
| 17 | WThF,MTu | 11:00p-11:35p | 11 PM NEWS | 30 | LN | \$4,000.00 | c | 2 | 8 | 4.1 | \$975.61 | | 0 | 1 | 1 |
| 18 | Th | 10:00p-11:00p | ROCK CENTER | 30 | PT | \$4,050.00 | c | 1 | 3 | 2.8 | \$1,448.43 | | 0 | 1 | 0 |
| 19 | W | 10:00p-11:00p | CHICAGO FIRE | 30 | PT | \$8,750.00 | c | 1 | 4 | 3.7 | \$1,824.32 | | 1 | 0 | 0 |

| Month | Cash\$ - Spots | Trade\$ - Spots | Total\$ - Spots |
|--------|------------------|-----------------|------------------|
| Nov-12 | \$71,450.00 - 44 | \$0.00 - 0 | \$71,450.00 - 44 |
| Totals | \$71,450.00 - 44 | \$0.00 - 0 | \$71,450.00 - 44 |

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Amc 10/30